



बिहार गजट

असाधारण अंक

बिहार सरकार द्वारा प्रकाशित

7 पौष 1945 (श10)

(सं0 पटना 1036) पटना, बृहस्पतिवार, 28 दिसम्बर 2023

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पर्यटन विभाग

संकल्प
26 दिसम्बर 2023

विषय :- राज्य में पर्यटन को बढ़ावा देने हेतु आधारभूत संरचनागत, समग्र समावेशी विकास एवं निवेश को प्रोत्साहन देने हेतु बिहार पर्यटन नीति 2023 के अनुमोदन के संबंध में।

पर्यटन के दृष्टिकोण से महत्वपूर्ण धार्मिक, ऐतिहासिक, सांस्कृतिक एवं प्राकृतिक रमणीक स्थलों की बहुलता बिहार प्रदेश को वैश्विक पर्यटन के मानचित्र पर एक विशिष्ट स्थान प्रदान करता है। इन स्थलों का महत्व बिहार में पर्यटन के विकास की असीम संभावनाओं को परिलक्षित करता है। वर्तमान परिप्रेक्ष्य में पर्यटन प्रक्षेत्र का विकास आर्थिक एवं सामाजिक गतिविधियों को भी प्रभावित करता है। विश्व के कई देशों यथा श्रीलंका, मलेशिया, थाईलैंड, मालदीव इत्यादि तथा देश के कई राज्यों यथा जम्मू कश्मीर, गोवा, सिक्किम, राजस्थान इत्यादि की अर्थव्यवस्था का मुख्य आधार पर्यटन प्रक्षेत्र है।

इस समय उद्योग विभाग द्वारा संचालित बिहार औद्योगिक निवेश प्रोत्साहन नीति 2016 के तहत पर्यटन प्रक्षेत्र को उद्योग का दर्जा प्राप्त है। इस नीति के प्रावधानों के अनुसार ही पर्यटन प्रक्षेत्र को बढ़ावा देने हेतु प्रोत्साहन प्रदान किया जाता है, जो कि पर्यटन के वर्तमान स्वरूप के सर्वांगीण विकास के लिए पर्याप्त नहीं है। इन तथ्यों के मद्देनजर बिहार में पर्यटन की संभावनाओं को देखते हुए राज्य में एक प्रभावी एवं समावेशी पर्यटन नीति की आवश्यकता महसूस की जा रही है।

2. उद्देश्य:-

बिहार पर्यटन नीति 2023 के उद्देश्य निम्नलिखित हैं :-

- विश्वस्तरीय आधारभूत संरचना का निर्माण,
- पर्यटकीय उत्पादों एवं अवसंरचनाओं का निर्माण,
- कौशल प्रशिक्षण के माध्यम से प्रतिभाशाली कार्यबल का विकास,
- पर्यटक सुरक्षा एवं उत्कृष्ट सुविधा हेतु उच्चतम मानक पर जोर देना
- पर्यटन केन्द्रित सर्वोत्तम श्रेणी की प्रौद्योगिकी को लागू करना है।

इस नीति के फलस्वरूप पर्यटन प्रक्षेत्र में आशातीत वृद्धि होगी, जिससे राज्य में आर्थिक गतिविधियाँ बढ़ेगी साथ ही रोजगार एवं व्यापार की संभावनाएँ भी सृजित होगी।

3. इस पर्यटन नीति के अन्तर्गत पर्यटन प्रक्षेत्र से जुड़े लाभुकों एवं निवेशकों को वित्तीय/गैर-वित्तीय प्रोत्साहन प्रदान किया जायेगा, जो अध्याय-07 में दिये गये हैं। इसके कुछ मुख्य प्रावधान निम्नलिखित हैं :-

3.1(i) पूंजीगत सब्सिडी :-

- (क) 10 करोड़ तक के निवेश में 30% सब्सिडी, अधिकतम सीमा-03 करोड़।
- (ख) 50 करोड़ तक के निवेश में 25% सब्सिडी, अधिकतम सीमा 10 करोड़।
- (ग) 50 करोड़ से ऊपर के निवेश में 25% सब्सिडी, अधिकतम सीमा 25 करोड़।
- (घ) सब्सिडी की प्रतिपूर्ति वाणिज्यिक परिचालन शुरू होने पर 50 प्रतिशत, वाणिज्यिक संचालन के 02 वर्ष पूरा होने पर 25 प्रतिशत तथा वाणिज्यिक संचालन के 05 वर्ष पूरा होने पर 25 प्रतिशत के रूप में की जायेगी।

या

- (ii) **ब्याज अनुदान :-** सावधि ऋण पर वास्तविक ब्याज दर या 10% तक की ब्याज दर, जो न्यूनतम हो, वाणिज्यिक परिचालन तिथि से प्रत्येक वर्ष अधिकतम 05 वर्षों की अवधि तक ब्याज अनुदान हेतु अनुमान्य होगी। इसकी अधिकतम सीमा पूंजीगत सब्सिडी हेतु निर्धारित अधिकतम सब्सिडी सीमा के समान होगी।

पूंजीगत सब्सिडी या ब्याज अनुदान के तहत मिलने वाले प्रोत्साहनों में से निवेशक किसी एक लाभ के लिए ही आवेदन कर सकेंगे।

- 3.2 अतिरिक्त सब्सिडी :-** सभी परियोजना श्रेणियों के लिए पूंजीगत सब्सिडी या ब्याज अनुदान की निर्धारित अधिकतम सीमा से 05% अतिरिक्त सब्सिडी निम्नलिखित दो मामलों में प्रदान की जायेगी:-

- (i) राज्य के महत्वपूर्ण एवं प्रमुख अन्तर्राष्ट्रीय पर्यटन स्थलों पर परियोजनाएँ- गया, बोधगया, नालंदा, राजगीर, वैशाली और वाल्मिकी टाईगर रिजर्व पर कार्यान्वित परियोजनाएँ।
- (ii) कमजोर वर्ग /महिला वर्ग के उद्यमियों को अतिरिक्त प्रोत्साहन- यदि नई पर्यटन परियोजना अनुसूचित जाति एवं जनजाति/अत्यंत पिछड़ा वर्ग/पिछड़ा वर्ग/दिव्यांगजन/युद्ध विधवाओं/एसिड अटैक पीड़ित/तृतीय लिंग उद्यमी/महिला उद्यमियों (न्यूनतम 51% हिस्सेदारी) के स्वामित्व की हो।

उपरोक्त श्रेणियों में से केवल एक श्रेणी के अन्तर्गत ही अतिरिक्त छूट प्रदान की जायेगी, जो सब्सिडी की अधिकतम सीमा को ध्यान में रखते हुए अधिकतम सब्सिडी राशि के आधार पर निर्धारित की जायेगी।

3.3 अन्य वित्तीय प्रोत्साहन :-

- (i) भूमि रूपांतरण शुल्क- 100% प्रतिपूर्ति।
- (ii) भूमि के पट्टे/बिक्री/हस्तांतरण में स्टाम्प शुल्क तथा पंजीकरण शुल्क- एक मुश्त 100% प्रतिपूर्ति।
- (iii) एसजीएसटी की प्रतिपूर्ति- वाणिज्यिक संचालन की तारीख से 05 वर्षों तक 80% एसजीएसटी प्रतिपूर्ति। इसकी अधिकतम सीमा स्वीकृत परियोजना लागत की 100% होगी।
- (iv) विद्युत शुल्क प्रतिपूर्ति- नई पर्यटन इकाईयों को 05 वर्षों के लिए 100% प्रतिपूर्ति।
- (v) सूचीबद्ध होटल, रिसॉर्ट, टूर ऑपरेटर को पर्यटक गाईडों को रोजगार प्रदान करने हेतु प्रतिपूर्ति- पर्यटन विभाग द्वारा मान्यता प्राप्त गाईडों को भुगतान किये जाने वाले मासिक पारिश्रमिक का 5% प्रतिपूर्ति। (अधिकतम मासिक प्रतिपूर्ति सीमा- 5,000/- रुपये प्रति गाईड दो वर्षों तक)
- (vi) हरित (GREEN) प्रमाणीकरण- किसी अन्तर्राष्ट्रीय मान्यता प्राप्त एजेंसी से हरित प्रमाणीकरण प्राप्त करने हेतु प्रमाणन शुल्क का 50% प्रतिपूर्ति (अधिकतम सीमा- 10.00 लाख रुपये)
- (vii) MICE प्रोत्साहन- बैठकों, प्रदर्शनियों, सम्मेलनों एवं कार्यक्रमों के आयोजन पर लागत का 50% जीएसटी प्रतिपूर्ति।

3.4 सूचीबद्ध टूर ऑपरेटर्स के लिए प्रोत्साहन :-

बिहार में स्थापित कार्यालय पर ब्याज सब्सिडी- रिजर्व बैंक द्वारा अनुमोदित किसी वाणिज्यिक बैंक से प्राप्त किये गये ऋण के ब्याज पर सब्सिडी प्रदान की जायेगी। इस सब्सिडी की अधिकतम राशि ऋण अवधि के पहले वर्ष में भुगतान किये कुल ब्याज का 50% होगी (अधिकतम सीमा 10.00 लाख रुपये), इत्यादि।

3.5 गैर-वित्तीय प्रोत्साहन :-

- (i) **निवेशकों की सुविधा**— निवेशकों को परियोजना प्रबंधन इकाई के साथ सिंगल विंडो क्लियरेंस की सुविधा प्रदान की जायेगी।
- (ii) **मानकीकरण, रेटिंग एवं प्रमाणन**— पर्यटन विभाग द्वारा सेवा प्रदाताओं के लिए इस संबंध में दिशा-निर्देश एवं मानदण्ड विकसित और प्रकाशित किया जायेगा।
- (iii) **वार्षिक उत्कृष्टता पुरस्कार**— पर्यटन विभाग द्वारा राज्य में उद्योग भागीदारों के प्रयासों को मान्यता प्रदान करने हेतु विभिन्न श्रेणियों में वार्षिक उत्कृष्टता पुरस्कार प्रदान किया जायेगा।

4. यह नीति स्वीकृति अवधि से प्रारंभिक पाँच वर्षों या किसी अन्य सरकारी अधिसूचना से प्रतिस्थापित नहीं की जाए, तक प्रभावी होगी।
5. **कार्यान्वयन की प्रक्रिया :-** इस नीति के तहत प्राप्त प्रस्तावों पर बिहार औद्योगिक निवेश प्रोत्साहन नीति 2016 और उसके किसी भी संशोधन के अनुसार कार्यवाई की जाएगी। नीति के अनुसार प्रस्ताव एसआईपीबी से मंजूरी के अधीन होगा और अनुमोदित परियोजना लागत के आधार पर संवितरण हेतु अंतिम अनुमोदन के लिए सक्षम प्राधिकारी के समक्ष रखा जाएगा।
6. **वित्तीय प्रोत्साहनों का निर्णय लेने हेतु सक्षम प्राधिकार—**
 - (i) 05 करोड़ तक के निवेश प्रस्ताव पर अपर मुख्य सचिव/प्रधान सचिव/सचिव, पर्यटन विभाग।
 - (ii) 05 करोड़ से अधिक और 15 करोड़ की सीमा तक के निवेश प्रस्ताव पर मंत्री, पर्यटन विभाग।
 - (iii) 15 करोड़ से अधिक और 30 करोड़ की सीमा तक के निवेश प्रस्ताव पर मंत्री, पर्यटन विभाग एवं मंत्री, वित्त विभाग संयुक्त रूप से।
 - (iv) 30 करोड़ से ऊपर के निवेश प्रस्ताव पर राज्य सरकार (मंत्रिपरिषद्)।
7. इस पर्यटन नीति के अन्तर्गत वित्तीय/गैर वित्तीय प्रोत्साहन हेतु चयनित परियोजनाओं को बिहार औद्योगिक निवेश प्रोत्साहन नीति, 2016 अथवा राज्य सरकार की किसी अन्य नीति/योजना के तहत वित्तीय/गैर वित्तीय प्रोत्साहन अनुमान्य नहीं होगा।
8. इस नीति के किसी भी खंड की व्याख्या के संबंध में पर्यटन विभाग, बिहार का निर्णय अंतिम और बाध्यकारी होगा।
9. इस नीति के अनुवादित संस्करण के अर्थ और व्याख्या में किसी भी विसंगति के मामले में, अंग्रेजी भाषा संस्करण सभी मामलों में बाध्यकारी और मान्य होगा।
10. इस नीति के तहत लाभ प्राप्त करने वाले आवेदक इस नीति और पर्यटन विभाग, बिहार सरकार द्वारा जारी अन्य लागू नीतियों के लिए समय-समय पर जारी शर्तों, प्रक्रियाओं, निर्देशों, स्पष्टीकरण या संशोधन के अधीन होंगे।
11. पर्यटन विभाग, बिहार, उपयुक्त पर्यटन इकाइयों को सब्सिडी/प्रोत्साहन की मंजूरी/वितरण से संबंधित मामले की समीक्षा करने का अधिकार सुरक्षित रखता है और इस संबंध में अपर मुख्य सचिव/प्रधान सचिव/सचिव, पर्यटन विभाग, बिहार का निर्णय अंतिम और बाध्यकारी होगा।
12. पर्यटन विभाग, बिहार के पास आवश्यकता पड़ने पर इस नीति के कार्यान्वयन के लिए आवश्यक नियम/दिशानिर्देश बनाने/संशोधन करने का अधिकार सुरक्षित होगा।
13. बिहार पर्यटन नीति 2023 की प्रति अनुलग्नक-01 के रूप में संलग्न है।
14. उक्त प्रस्ताव पर दिनांक— 26.12.2023 को मद संख्या— 26 पर मंत्रिपरिषद् का अनुमोदन प्राप्त है।

आदेश :- आदेश दिया जाता है कि इस संकल्प को बिहार राजपत्र के अगले असाधारण अंक में प्रकाशित कर इसकी प्रतिलिपि सरकार के सभी विभागों एवं महालेखाकार, पटना को सूचनार्थ भेजी जाय।

**बिहार-राज्यपाल के आदेश से,
ह०-अपष्ट,
सरकार के सचिव।**



Bihar Tourism Policy 2023



Department of Tourism
Government of Bihar

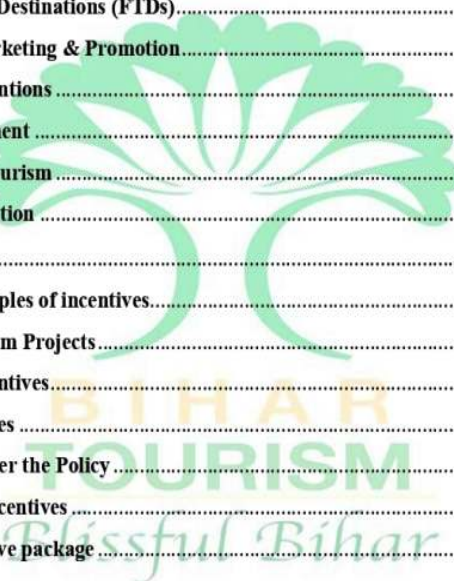


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BIHAR TOURISM POLICY 2023

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BIHAR TOURISM POLICY

INTRODUCTION

Bihar is a land of many religions and is well known for its historical and cultural heritage, ideal traditions, and beautiful tourist spots. It has a rich history being the center for many great empires like the Mauryas, Guptas and the Nandas and is bestowed with profound bounties of nature.

Bihar is India's bridge to her own golden past and a resurgent present. The grand scenic beauty of nature, historic monuments, holy rivers, luxuriant forest, scenic hills, captivating wildlife, mystic waterfalls, beautiful handicrafts, vast water bodies, famous folk dances, enchanting music and most importantly, its hospitable people are the wonders that make the State as the supreme tourism destination of the world.



Bihar is a popular Tourist destination and receives many Foreign Tourists (FTAs) along with Domestic Tourists (DTAs) every year. The State believes that with its unique offerings and ever improving infrastructure and connectivity, Bihar has the potential to be one of the top states in the country in terms of FTAs and DTAs.



BIHAR TOURISM POLICY



This policy aims to develop Tourism in Bihar through a joint and collaborative approach, which would address tourism in a holistic manner. This policy aims to develop Tourism infrastructure and enhance connectivity to the Tourist sites in the State. This policy is also expected to give a big push to development of skilled resources and foster income and employment generation. The policy aims to enhance the tourist experience through the development of new tourism products and services and provide the visitors a sense of safety and comfort through the use of technology and other dedicated interventions.

In the face of a growing and changing tourism industry, the policy shall provide guidance for bringing sustainability through inclusive growth, enhancing capacities of tourism stakeholders as well as for developing regulatory frameworks, which shall ensure quality experience for visitors to the State. The Policy shall act as a comprehensive guiding document for shaping Bihar's tourism sector.



BIHAR TOURISM POLICY

1. VISION

Develop Bihar as center of spiritual, cultural, and eco-tourism through sustainable and inclusive means with focus on investment and livelihood creation.

2. MISSION

The Policy aims to provide an effective framework and the necessary impetus to enhance the structure of tourism's institutional frameworks, reform its regulatory frameworks, upgrade the information management process, and improve the market environment to drive a more sustainability-oriented (responsible, inclusive, fair), efficient and effective tourism development in the future.

To Mission aims to position Brand Bihar as a world-class tourism destination through:

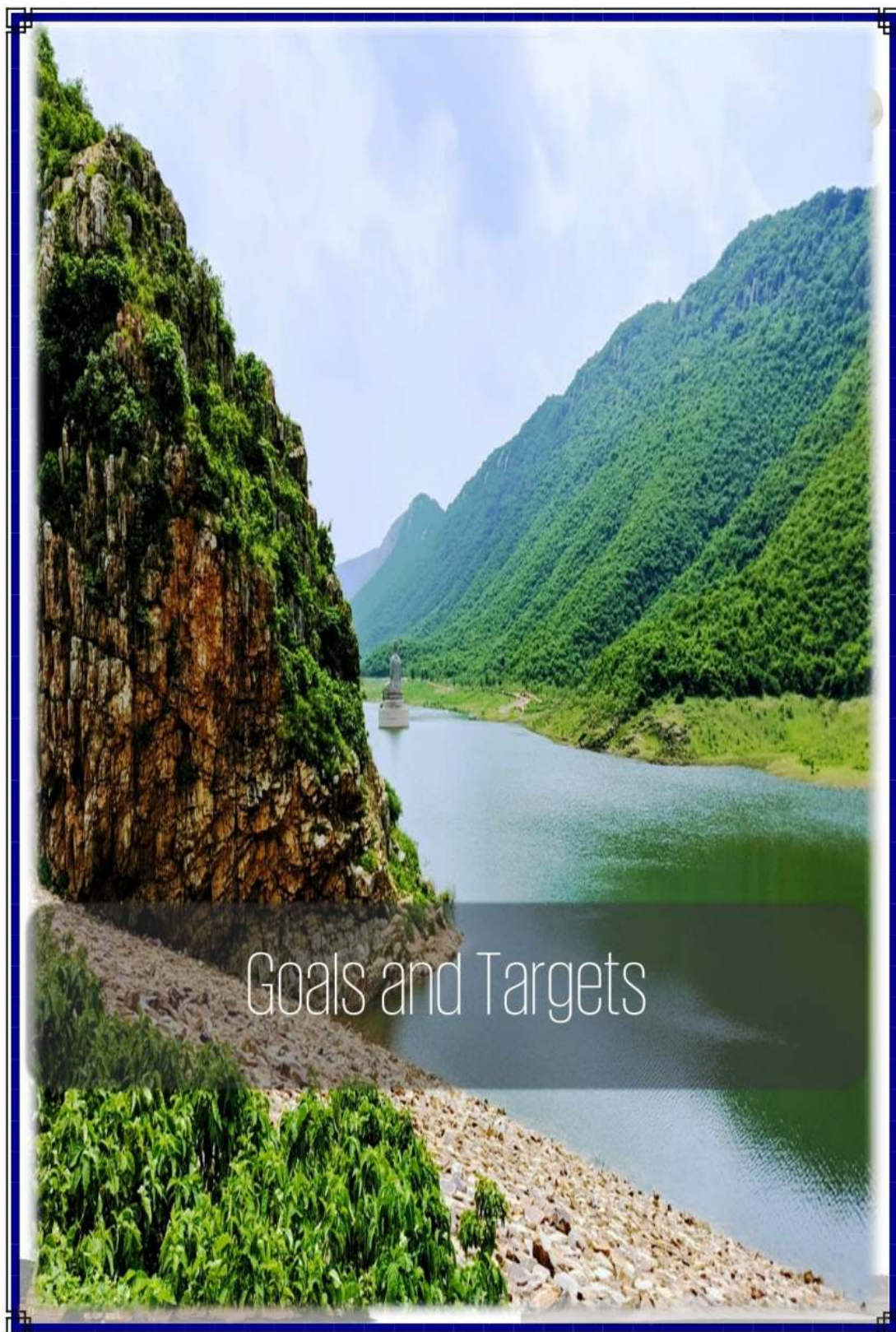
- Development of World-class Tourism Infrastructure with efficient participation of all stakeholders
- Development of Tourism Products offering greatest value to the tourists
- Developing pool of talented workforce through various skilling initiatives
- Emphasizing highest standards of tourist safety and comfort
- Implementing tourist centric best-in-class technology driven initiatives

3. GUIDING PRINCIPLES

- Tourist as pivot of all initiatives
- Environmental Sustainability
- Promote rich Culture and Heritage of Bihar
- Pooling of resources

4. OPERATIVE PERIOD OF THE POLICY

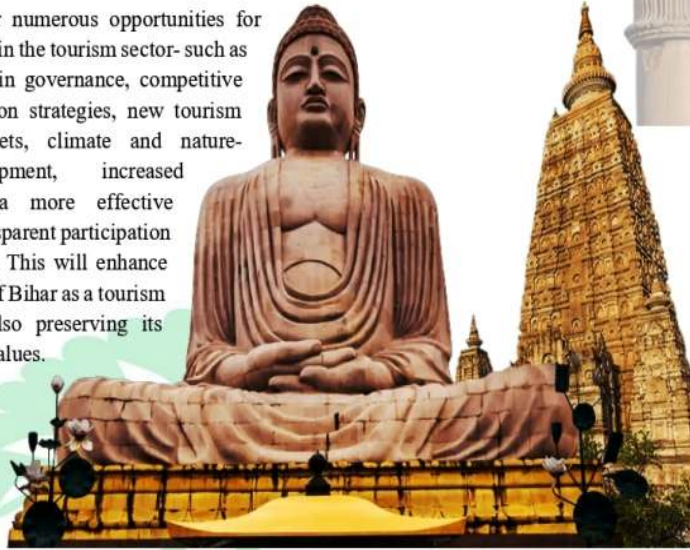
This policy comes into effect from xx/xx/2023 and shall remain in force for an initial period of five (5) years until replaced through Government notification. The Policy shall be applicable to the entire state and shall give direction to future schemes / works concerning Bihar's Tourism sector.



BIHAR TOURISM POLICY

5. GOALS AND TARGETS

These goals offer numerous opportunities for strategic change in the tourism sector- such as increased efficiency in governance, competitive wages, new promotion strategies, new tourism products and markets, climate and nature-conscious development, increased connectivity, and a more effective organization and transparent participation of the private sector. This will enhance the competitiveness of Bihar as a tourism destination, while also preserving its cultural and natural values.



The department has identified the following six goals

a. Economic Growth

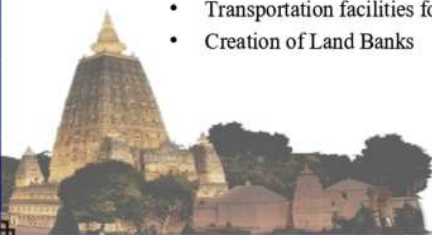
- Increase contribution of tourism sector to GSDP to National level (6.8%)

b. Skilling & Job Creation

- Development of a Plan for comprehensive skill implementation to generate employment
- Upgradation and Capacity Building of Tourism & Hospitality Training institutes at Bodhgaya through planning, quality assurance, affiliations, and accreditations.
- Provide Skill Development & Training to approx. 1 Lakh people across Bihar
- Create over 1 Lakh jobs in the sector during policy period
-

c. Development of Tourism Infrastructure

- Development of infrastructure and tourism products at Focus Tourism Destinations (FTDs) of Bihar along identified themes
- Increase carrying capacity of the hospitality sector by 2000 rooms across Bihar
- Develop/ Upgrade 50 Wayside Amenities across the identified routes
- Setting up of Single Window Clearance facility with dedicated Project Management Unit for Department of Tourism
- Transportation facilities for tourists
- Creation of Land Banks



BIHAR TOURISM POLICY

d. Augmenting Tourist Footfalls

- Make Bihar one of the top 10 states in the country in terms of domestic footfalls and among top 5 states for foreign footfalls
- Position Bihar as one of the preferred MICE destinations in India with focus on Patna, Bodh Gaya, Rajgir and Valmiki Tiger Reserve.
- Promote Bihar Tourism through advertisements, events, and roadshows in at least 10 international cities & 20 domestic cities
- Grow Bihar Tourism's website and social media presence to top 5 rank among Indian states
- Provide Incentives to empaneled Tour operators for promoting inbound Tourism

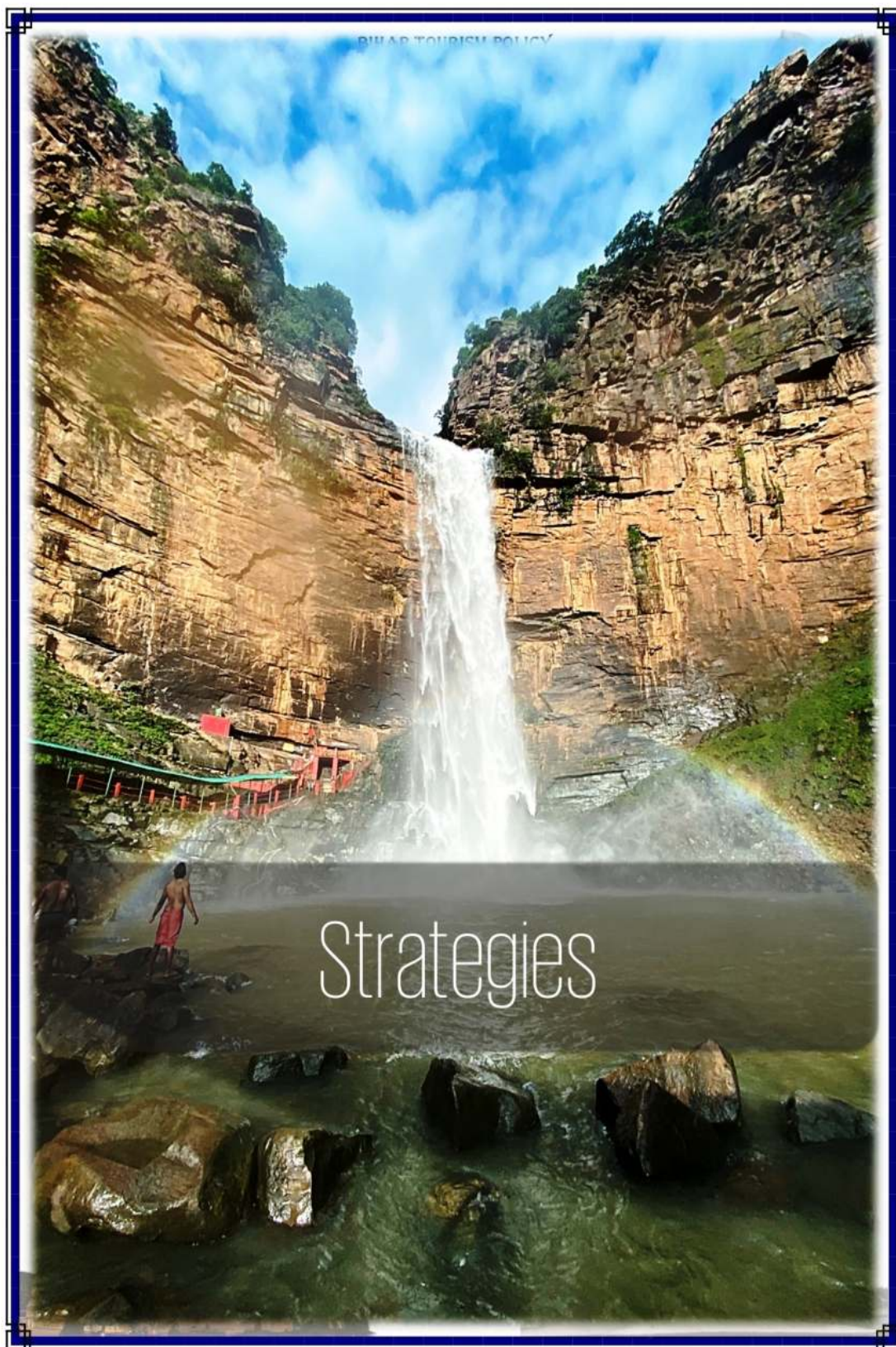
e. Organizational Restructuring, Tourism Statistics and Data Management

- Restructure Tourism cadre
- Conduct detailed Annual Tourism Surveys in synergy with Directorate of Economics and Statistics, Bihar for comprehensive market research and driving government policy & interventions
- Provide accreditation to all the key service providers within the state and create an exhaustive online database

f. Safety & Security

- Emphasizing highest standards of tourist safety and comfort
- Setting up of Tourism Police at identified Focused Tourist Destinations (FTD)
- Disaster and Crisis Management Plan





BIHAR TOURISM POLICY

6. STRATEGIES

The Tourism Policy aims to transform the tourism industry into a more sustainable industry attracting high-yield markets. To propel and position the industry for this transformation, several strategies have been devised under the eight thrust areas. Each of these strategies is made up of different lines of action that complement each other but have different levels of priority.

6.1. Tourism Infrastructure and Connectivity

The government is prioritizing the establishment of world-class infrastructure, and destinations will be categorized and star-rated based on various criteria, with corresponding initiatives undertaken by the Department of Tourism. The initiatives are as follows:

a. Tourism Infrastructure

- Develop major projects such as Star Hotels, Convention Centers etc.
- Develop Experience Centers, Parks, and other engagement activities across the State.
- Develop of wayside amenities on selected roads
- Improve signage, lighting, and street infrastructure at all popular tourist destinations
- Build State of the art Infrastructure at popular tourist destinations like Smart Toilets, Wi Fi Zones, Water ATMs, Smart Parking, etc.
- Upgrade Tourism & Hospitality Training Institutes

b. Accommodation

- Make special efforts to develop and upgrade tourism accommodation at important tourist centers in the State keeping in view the requirements and income levels of different categories of visiting tourist
- Encourage locals to offer additional accommodation under a Homestay policy of the state
- Promote non-traditional accommodation such as Tented Accommodation, Camping Sites, and other temporary accommodation units
- List all home stays and accommodation units on the State Tourism website

c. Connectivity



Various modes of transport to be developed as follows:

i. Road transport

- Encourage private sector participation in equipping roads, linking important tourist centers, with petrol pumps, garages, snacks centers, toilet facilities, medical facilities, and parking arrangements.
- Initiate steps to boost transport services for various categories of tourists. The private sector will be encouraged to invest in the field, and road permits will be issued liberally

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by the RTAs in favor of tour operators for the operation of deluxe and air-conditioned coaches and cars. The operation of four-wheelers and three-wheelers rental services will also be encouraged.

- Develop last-mile connectivity to all tourist destinations through all-weather roads.
- Focus on the development of bus and caravan services to cater to the transportation needs of tourists
- Run Hop-on, Hop-Off (HO-HO) services on the popular circuits/ sub- circuits

ii. Air connectivity

- Endeavor to have direct links with important tourist destinations within and outside the state exploring the possibilities of charter air services
- Endeavor to have connectivity with important cities of the country. Air taxi services linking Gaya, Nalanda, Bhagalpur, Munger, Vaishali, West Champaran, Rohtas etc. would be encouraged
- Facilitate Operationalization of Helicopter Shuttle Services and Sea Plane Services at identified locations

iii. Rail connectivity

- The State Government would pursue with the Union Ministry of Railways for Tourism destination specific trains to enable the tourists visit to various tourist destinations located in the State and relish the cuisine and hospitality being offered in such trains.
- Trains will also be used as a medium for promotion and marketing of Bihar as a tourist destination

iv. Inland Waterways

- Special focus development of inland waterways shall be explored for development of tourism

d. Green energy

- The utilization of non-conventional sources of energy, such as solar power, biomass would be encouraged to be utilized at various tourism destinations.
- Department of Tourism will promote the use of e-vehicles and installation of Public Charging station for E-Vehicle to reduce carbon footprint and environmental impact.

e. Ratings and Standardization

- Standardize tourism products and services across all segments with a quality framework.
- Establish convergence with the classification mechanism of Government of India and facilitate grading of tourism trade establishments.

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6.2. Investment Promotion and Facilitation

a. Develop a Shelf of Projects

- Develop a list of ready-to-invest projects in the state.
- Attract investment in Tourism ventures through Investor meets and roadshows
- Create Tourism facilitation and investment cell and establish Single Window Clearance System

The land bank will be continuously strengthened to encourage private investment in tourism projects.

- Suitable land parcels will be identified for the development of tourism infrastructure such as hotels, resorts, amusement parks, and wayside amenities.
- Land will be acquired through long term lease and Direct purchase for tourism enterprises will be done according to legal provisions and state government policies/guidelines.

b. Development of Land Bank

c. Facilitate Private sector participation

Both Indian and foreign investors will be encouraged, and joint ventures may be pursued to encourage private investment in development of Tourist infrastructure such as accommodation units, restaurants, entertainment facilities, shopping complexes, etc. in and around the destinations identified for development of tourism in the state. Other activities to facilitate private sector participation are as follows:

- Bihar Tourism will coordinate with other departments for investment promotion in tourism
- Bihar Tourism will lead the Policy's implementation and set up an Investment Facilitation Cell to assist investors.
- Principal Secretary/Secretary, Department of Tourism will chair the committee to resolve investment-related proposals in the tourism sector.
- Timely clearances and responsive post-investment facilitation services shall be given highest priority for improving business environment and boosting investor confidence.
- Institutional arrangements shall be put in place to secure accelerated development of tourism in State, including a web-based single window application for fast, transparent, and easy approvals.

6.3. Focus Tourist Destinations (FTDs)

Bihar aims to promote certain regions as tourism destinations and provide holistic experiences to tourists. Department of Tourism will prioritize development of tourism infrastructure and facilities at these Focus Tourism Destinations and additional incentive shall be provided for projects at major international tourist destinations i.e. Gaya, Bodhgaya, Nalanda, Rajgir, Vaishali and Valmiki Tiger Reserve.

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Department of Tourism will also establish Destination Management Committees for decentralized management of such developments, including local players and societies. Department of Tourism shall also identify and replicate successful destination development models implemented in FTDs at other high potential sites.

FTDs to be identified under following tourism themes

- a. Religious and Spiritual Tourism
- b. Heritage & Cultural Tourism
- c. Eco Tourism
- d. Adventure Tourism
- e. MICE Tourism
- f. Weekend Tourism
- g. Rural Tourism

Specific guidelines/ schemes shall be rolled out for the development of these thematic areas



6.4. Branding, Marketing & Promotion

To attract and educate tourists about Bihar's tourism products, the Department will develop a comprehensive marketing strategy that includes advertising, branding, and communication initiatives. It will also strengthen Tourist Information Centers, organize tours and conventions, collaborate with cultural and heritage bodies, and engage Indian and overseas media for publicity campaigns. The major activities to be undertaken under this Strategic area are as follows:

- a. Eminent personalities from diverse fields as Brand Ambassadors for promoting State Tourism
- b. Branding through online and offline medium like Print, Electronic and various Outdoor media (Digital screens, Backlit panels, Bus Queue Shelters, Train and Metros, Buses and Taxi wrappings, Residential area screens, Cinema ads, hoardings etc.)
- c. Participation in national/ international trade fairs road shows, conclaves, FAM trips
- d. Developing Bihar Calendar of events
- e. Promotion of local art, handicrafts, music, dance, and cuisine
- f. Organizing events and competitions in the state like awards, cultural shows, exhibitions and competitions in photography, marathon etc.
- g. Sponsoring State, national, and international events within and outside the state
- h. Regular Meetings with National and International Tour Operators Associations & Hotel Associations will be organized
- i. Strategic partnerships with tour operators, travel agents, online aggregators, and foreign offices including Embassies and Consulates among others
- j. Campaign through social media such as Facebook, You-Tube, Twitter, Instagram and Blogging sites will be

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launched to attract various segments
of Tourists

6.5. Digital Interventions

The State aims to take major steps towards introducing best-in-class technology for better information sharing, enhance visitor experience and provide safety and security to the visitors.

The State will leverage technology to integrate tourism entities, establish a Management Information System, and create an Integrated Tourism Platform consisting of a website and mobile application which will be evolved to keep pace with new technology and tools. Major initiatives that will be undertaken by the department includes the following:

- a. Capacity building of Staff for ICT enablement
- b. Utilize RFID tags, People Counting systems, and Smart Guide features in Mobile app for resource management, monitoring, and safety
- c. List all registered hotels and homestays on the Department website
- d. Implement best-in-class online booking systems for travel, accommodation, and activities
- e. Enhance mobile applications with tourist information, maps, GPS, and other features
- f. Develop Experience Centers using cutting-edge technologies like Virtual and Augmented Reality and Holographic displays for immersive engagement.

Other Initiatives to be undertaken by Bihar Tourism

- a. Digital signage for real-time information
- b. Big data analytics for insights on tourist behavior
- c. Smart tourism for enhanced experiences and safety
- d. Technology for promoting sustainable tourism practices
- e. Artificial intelligence for personalized recommendations
- f. Advanced database management solutions for investment
- g. Technology for asset management and monitoring.

6.6. Skill Development

Bihar Tourism will encourage private sector investment in tourism & hospitality sector institutes for capacity building and skill development. It will synergize government schemes and private sector initiatives to develop skills in the sector. Department will also leverage Bihar Skill Development Missions' initiatives to ensure skilled manpower availability.

Bihar Tourism will encourage people's participation through Panchayati Raj Institutions, Urban Local Bodies, Co-Ops,

and NGOs for tourism development and undertake the following actions to address skill gaps and provide better employment opportunities.

- a. Provide training and capacity building programs for different stakeholder groups and communities in tourism clusters, *including officials and staff members of Tourism and other stakeholder departments,*
- b. Provide training and capacity building programs for different stakeholder

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- groups and communities in tourism clusters, *including officials and staff members of Tourism and other stakeholder departments,*
- c. Design and financially support Common standards and suitable courses in hospitality, adventure tourism, catering, and food craft
 - d. Introduce new trainings with attractive wage offers to make tourism a popular career option through IHM Bodhgaya and Vaishali
 - e. Develop Bihar Tourism Human Resources Strategy through collaboration with national tourism training organizations
 - f. Impart training to government officials, guides, hospitality staff, tour operators, SMEs, etc.
 - g. Support institutions offering tourism and related programs and facilitate award of degrees/certificates
 - h. Promote licensing and certification of tour guides through competency tests
 - i. Provide recognition to travel agents

6.7. Sustainable Tourism

a. Promoting Sustainable and Responsible Tourism

Encouraging sustainable and responsible tourism practices is crucial for the long-term viability of the tourism industry while minimizing negative impacts on the environment and communities. An effective IEC strategy will be used at the local level to ensure community involvement and collaboration from all stakeholders, with Bihar Tourism playing a significant role in facilitating this effort. The environment friendly measures efforts include:

- Encourage the use of renewable energy sources like solar and wind power for hotels and other tourism facilities
- Promote the use of electric or hybrid vehicles, ropeways etc. for transportation of tourists
- Encourage the use of bicycles and other non-motorized modes of transport for tourists
- Implement waste reduction measures such as composting and recycling in hotels and tourism facilities
- Promote the use of eco-friendly products and services like bamboo straws, organic cotton linens, and environmentally friendly cleaning products
- Provide education and awareness programs to tourists about sustainable and eco-friendly practices, such as reducing plastic waste and conserving water and energy
- Encourage the protection and conservation of local flora and fauna, including wildlife reserves and nature parks
- Develop and promote eco-tourism activities like nature walks, bird watching, and sustainable tourism experiences.
- Sensitize shopkeepers to use eco-friendly items such as paper bags and earthen wares
- Pay and use clean toilets will be available at all required places in tourist places
- Install Bio-toilets at places where regular toilets are not possible
- Ensure minimum standard of cleanliness and hygiene and strict enforcement for roadside eateries at tourist spots

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b. Local Tourism and Community Participation

Department of Tourism will promote the local culture, cuisine, and souvenirs to enhance the tourist experience. The local community and industry will be sensitized to promote local products and employment opportunities. Department will also map extinct art forms and work towards their revival and protection.

Bihar Tourism will give prominence to heritage development programmes that would lead to the refurbishment and renovation of heritage buildings in association with Department of Art & Culture. Other initiatives are as follows:

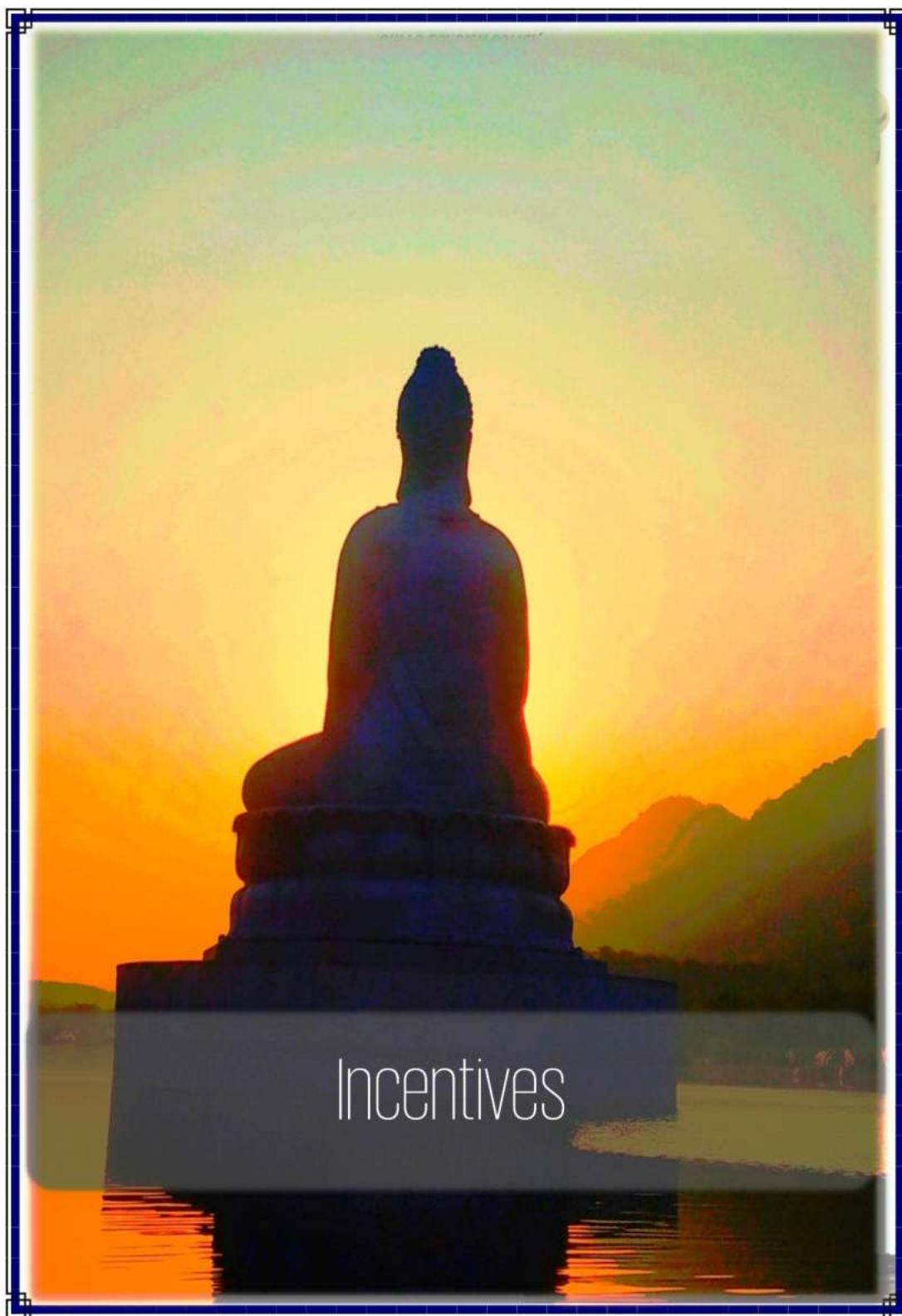
- Bihar Tourism shall be involved in developing modules for service providers to promote the uniqueness of Bihar's culture and cuisine.
- Hoteliers and Restaurateurs shall be encouraged to provide local cuisine served in traditional styles
- Local self-help groups of artisans shall be encouraged to open souvenir and handicraft shops at prominent destinations.
- Bihar Tourism shall organize cultural troupes to showcase folk culture in hotels, resorts, and public places.

6.8. Tourist facilitation

Safety and Security will remain a priority for Bihar tourism. Tourist facilitation is crucial for the success of any tourism policy as it ensures that visitors have a comfortable and enjoyable experience while traveling. Adequate infrastructure, efficient transportation, good accommodation, and effective communication channels are key factors that need to be addressed to facilitate tourism. Providing high-quality tourist facilitation services can help to attract more visitors, generate revenue, and create jobs in the tourism sector.

Department of Tourism shall facilitate the tourists through the following initiatives:

- a. Department shall set up Tourism police at important Tourist destinations to facilitate the tourists by working in close coordination with Bihar Police and other stakeholders.
- b. 24x7 centralized Tourist Helpline Number shall be activated for tourist information, safety, and security in multiple languages and shall be displayed prominently in all Tourists spots and on the wayside amenities
- c. Department will employ personnel to provide security to tourists at specific tourism destinations and provide appropriate training to selected personnel for better service delivery.
- d. All tourist places, Taxi stands, Bus Stations, Railway stations, Restaurants,
- e. Shops frequented by tourist shall be encouraged to install CCTV and other security systems
- e. Interactive website along with social media shall be the backbone of modern and tech-savvy travelers who will have all necessary information on their smartphones
- f. Special emphasis will be laid on access for differently abled, infirm & aged visitors by using ramps, escalators, and special guide assistance wherever possible
- g. Department will initiate verification and accreditation to service providers such as Tour operators, guides, transport facilities, accommodation units etc.



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7. INCENTIVES

7.1. Guiding principles of incentives

- a. Department of Tourism, Government of Bihar shall be the nodal agency for implementation and monitoring of this policy in the state.
- b. The policy shall provide capital/ interest subsidy and incentives for eligible Tourism projects. The eligible tourism projects and minimum investments/ approved project cost under this policy is given in Annexure I.
- c. Department of Tourism may introduce specific schemes for various components to address the evolving requirements of Bihar Tourism sector during the current policy period.
- d. An investor shall not be eligible for applying under this policy for availing incentives beyond the term of this policy.
- e. In the approved project cost considered for capital subsidy / Interest subvention calculation under this policy, the cost of land shall not be considered as part of the total project cost.
- f. The land development cost would be capped at 2.5% of the total approved project cost.
- g. In the event of change in ownership or management of a unit, the same shall be intimated by the unit to the competent authority as defined by the Department of Tourism, Government of Bihar from time to time. If required, a revised Letter / Eligibility Certificate shall be issued to the unit (in the name of new owner) for balance incentives.
- h. If any false declaration is given for the purpose of availing incentives or if any incentives are availed for a unit that was not eligible, the incentive amount is liable to be recovered from the date of availing such incentives along with interest compounded annually @ 18% per annum.
- i. The projects eligible for incentives under this policy shall not be permitted to avail benefits under Bihar Industrial Investment Promotion Policy 2016 or any other State Government Policy/ Scheme.
- j. All matters of interpretation/disputes shall be decided by the Additional Chief Secretary/ Principal Secretary/ Secretary, Department of Tourism, Government of Bihar. Such interpretation/ decision shall be final.

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7.2. Eligible Tourism Projects

- a. Details of Eligible Tourism projects has been provided in Annexure I. These projects have been identified for incentives and subsidies under the Policy. The list of eligible tourism projects is subject to change through notifications issued by Department of Tourism, Bihar during the policy period.
- b. All projects must be set up within the State of Bihar to be eligible for availing benefits under this policy.

7.3. Non fiscal incentives

- a. **Investor facilitation** - Setting up of Single Window Clearance facility with dedicated Project Management Unit for Department of Tourism
- b. **Standardization, Ratings and Certification** – Department of Tourism shall develop and publish guidelines and criteria for introducing standardization of services, rating mechanisms and certifications for the service providers.
- c. **Annual Excellence Awards** - Department of Tourism shall organize Annual Excellence awards in different categories to recognize the efforts of industry partners in the State.
- d. **Marketing and Promotion support** - Department of Tourism shall identify tourism projects and service providers to be promoted through support in participation at national and international tourism events. They will also be featured in the promotional content and marketing collaterals of Bihar Tourism and promoted through brochures, print media, social media, website etc.



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7.4. Fiscal Incentives

7.4.1. Subsidy under the Policy

All eligible projects shall be eligible for the following subsidy under this policy:

Project Category based on Approved Project Cost	Admissible Subsidy (As a percentage of Approved Project Cost)	Maximum Limit of subsidy
Approved Project Cost up to Rs.10 crore	30%	Rs. 3.00 Crore
Approved Project Cost up to Rs.50 crore	25%	Rs. 10.00 Crore
Approved Project Cost above Rs.50 crore	25%	Rs.25.00 Crore

7.4.2. Subsidy Routes

The subsidy under the policy can be availed by the investors through one of the following two routes:

i. Capital Subsidy

The subsidy would be reimbursed in the following instalments:

- 50% on start of commercial operation (COD)
- 25% on completion of two years of commercial operations
- 25% on completion of five years of commercial operations

OR

ii. Interest Subvention

Rate of interest for interest subvention will be 10% or actual rate of interest on term loan, whichever is lower to be reimbursed annually starting from commercial operation date (COD) and shall be available for a maximum period of 5 years from COD.

Note: Investors may apply for subsidy under any one of these two routes i.e., Capital Subsidy OR Interest Subvention. The admissible subsidy as a percentage of the approved Project cost and maximum limit of subsidy shall remain same for both the subsidy routes.

7.4.3. Additional Subsidy under the Policy

Additional 5% Capital subsidy OR Interest Subvention over and above the maximum limit laid down for all Project categories in Section 7.4.1 shall be applicable in the following two cases:

- Projects at major international tourist destinations** i.e., Gaya, Bodhgaya, Nalanda, Rajgir, Vaishali and Valmiki Tiger Reserve.

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- ii. **Special Incentive Package** - Projects New Tourism Projects owned and managed by SC and ST candidates / Extremely Backward Castes/ Backward Castes/ Differently abled persons / War widows / Acis attack victims / Third gender entrepreneur / women entrepreneurs (with minimum equity participation of 51% in the entity).

Note:

- ❖ *The additional 5% subsidy (Capital Subsidy or Interest subvention as the case may be) shall be allowed in only one of the above categories i.e. 7.4.3(i) OR 7.4.3(ii)*
- ❖ *The additional 5% subsidy shall be calculated based on maximum subsidy amount permissible taking into consideration the percentage of admissible subsidy and maximum limit of subsidy for the project category.*

7.5. Other fiscal Incentives

- a. **Land Conversion Charges** - 100% reimbursement on land conversion charges
- b. **Stamp Duty/ Registration** – One time 100% reimbursement of Stamp Duty and registration fee in lease / sale / transfer of land for setting up a tourism project.
- c. **Reimbursement of SGST** – Reimbursement of 80% of SGST with a maximum limit of 100% of the approved project cost. The reimbursement shall be made up to 5 years from the date of commercial operations (COD).
- d. **Reimbursement of Electricity duty** - New tourism units will be eligible for 100% reimbursement of electricity duty paid for 5 years from the date of commercial operations (COD).
- e. **Reimbursement to Hotel/ Resort/ Tour Operator for providing employment to tourist guides** - 5% of the monthly remuneration paid to tourist guide shall be reimbursed to the empaneled Hotel/ Resort/ Tour Operator. Such reimbursement shall be subject to upper limit of ₹5,000 per guide per month for each tourist guide.

The incentive shall be applicable only for hiring guides who have received training in Government certified centers or in training programs organized by Department of Tourism and been granted license by Department of Tourism, Government of Bihar. This reimbursement shall be payable for a period of two years from the date of sanction.

- f. **Green certification** - Reimbursement of 50% of the certification fee paid, up to ₹10 lakh to tourism units obtaining Green Building Certificate from accredited agencies like Indian Green Building Council (IGBC) / Green Rating Integrated Habitat Assessment (GRIHA) / Leadership in Energy and Environmental Design (LEED) or any such international accreditation/ certification as identified and notified by the Department of Tourism from time to time.

g. MICE incentives

Cost of Organizing events in Bihar – GST Reimbursement towards cost of organizing Meetings, Exhibitions, Conferences and Events in Bihar shall be available up to 50% of the

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Event Cost or ₹2 lakh per event with a limit of 3 events per organizer per year. Incentive shall be applicable to events organized in properties/ sites recognized by DoT

h. Incentives for empaneled Tour Operators

- i. **Interest Subsidy on Office set up in Bihar to empaneled Tour Operator s** - Interest Subsidy will be given on a loan taken by Tour Operators empaneled with Bihar Tourism. The loans must be obtained from an RBI approved Scheduled Commercial Bank (SCB). Maximum amount of Interest subsidy is 50% of the total interest paid in the first year of the loan term and capped at ₹10 lakh.
- ii. **Other Assistance to Tour Operators** – Department of Tourism shall promote empaneled Tour operators through set of activities such as incentives for taking part in International and Domestic Tourism events, Reimbursement of employer contribution to EPF/ ESI and incentives for augmenting Foreign Tourist arrivals in Bihar. These incentives shall be introduced through a set of specific schemes and guidelines.

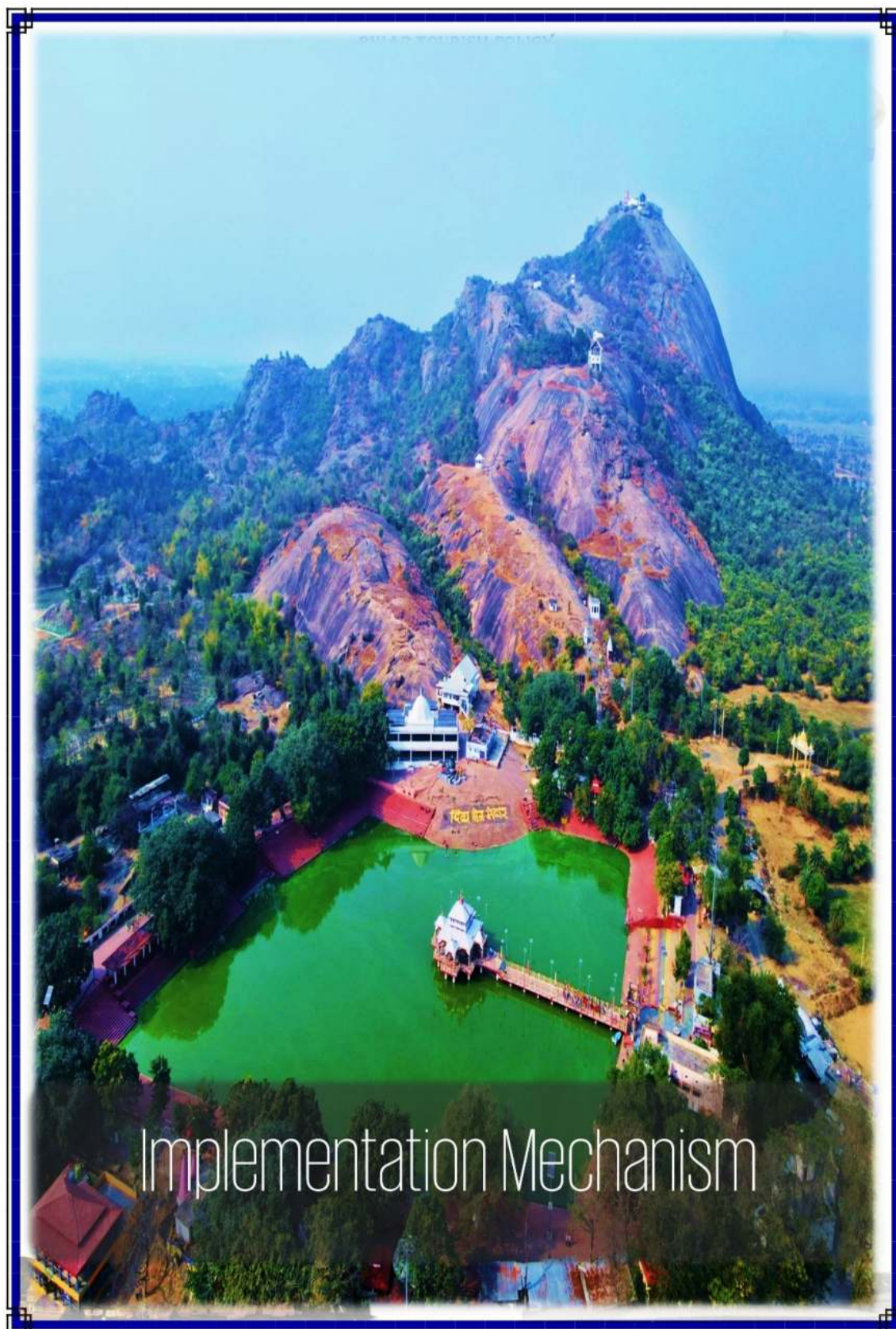


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7.6. Special incentive package

- a. As mentioned in Section 7.4.3(ii), in case of Scheduled Castes (SC), Scheduled Tribes (ST), Extremely Backward Castes (EBC) and Backward Castes (BC) investors, women, differently abled entrepreneurs, war widows, acid attack victims and third gender entrepreneurs, the maximum limit of capital subsidy/ interest subvention, mentioned in Clause 7.4.1, shall be increased by additional 5% for setting up new Tourism projects across all project categories subject to the condition that entrepreneurs under these categories shall hold majority (51%) stake in the project.
- b. As per Section 7.4.3, the additional 5% subsidy (Capital Subsidy or Interest subvention as the case may be) shall be allowed in **only one of the project categories specified under 7.4.3(i) and 7.4.3(ii)**. Therefore, in case of projects opting for the 5% additional subsidy under this Special Incentive package, the 5% additional subsidy for Projects at major international tourist destinations {mentioned under Section 7.4.3(i)} shall not be available.
- c. In the event of any change in the shareholding pattern of a unit promoted by SC/ST/EBC/BC/ Women/differently abled persons/ war widows/ acid attack victims/ third gender entrepreneurs within 5 years of start of the commercial operations. The new shareholders should be from one of these categories. In case the new shareholders are not from the same category, the amount of incentive extended to such units shall become liable to be recovered from the date of availing such incentives along with interest compounded annually @ 18% per annum.





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8. IMPLEMENTATION MECHANISM**8.1. Project clearance and disbursement**

The proposals submitted under this policy shall be processed as per Bihar Industrial Investment Promotion Act, 2016 and any amendments thereof. As per the Act, the proposal shall be subject to clearance from SIPB, and based on approved project cost, shall be placed before competent authority for final approval on disbursement.

8.1.1. Stages of Project Clearance and disbursement**i. Stage 1 Clearance**

All the applications shall be routed through state SIPB portal for Stage I clearance wherein the proposed project would be examined for feasibility and issuance of necessary approval to the investor. Department of Tourism shall examine all the investment proposals and those worth up to ₹5 Cr. shall be placed before the SIPB Secretariat, which would be presided by the administrative secretary of Department of Tourism, whereas investment proposal more than ₹5 Cr., shall be placed before the State Investment Promotion Board (SIPB) for a decision. This clearance must be obtained by investor before commercial operation.

ii. Financial Incentive Clearance

- a. Financial Incentive clearance refers to the clearance requested/accorded to an investor for availing financial incentives. The quantum of incentives to be given shall be decided at this stage as per the Policy. This clearance must be obtained by investor any time after commercial operation but before the policy end date through a fresh application.
- b. Financial Incentives clearance for investment of ₹5 Crore and less shall be approved by the ACS/Principal Secretary/Secretary, Department of Tourism, Whereas the applications for investment more than ₹5 Crores shall be placed before the SIPB and the SIPB shall recommend the quantum of incentives applicable to the investment proposal.
- c. The competent authority to accord final approval on Incentives shall be as follows:

Eligible Investment size	Competent authority
Up to ₹5 Crore	ACS/ Principal Secretary/ Secretary, Department of Tourism
More than ₹5 Crore and up to a limit of ₹15 Crore	Minister, Department of Tourism
More than ₹15 Crore and up to a limit of ₹30 Crore	Jointly by the Minister, Department of Tourism and Minister, Department of Finance
More than ₹30 Crore	State Government

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iii. Financial Incentives Disbursement

The disbursement of Financial Incentives shall be approved at the following levels:

Fiscal Incentive	Competent authority
Up to ₹5 Lacs	Special Secretary, Department of Tourism
More than ₹5 Lacs	ACS/ Principal Secretary/ Secretary, Department of Tourism

8.2. Guidelines for Implementation:

To achieve the goals and objectives of this policy, Department of Tourism, Government of Bihar will issue detailed operational guidelines including application forms and procedures for getting various incentives will be issued separately. The guidelines will include definite time frame for sanction and disbursement of the declared incentives and subsidies.

8.2.1. Implementation Tools

For implementation of this policy, Department of Tourism, Bihar can institute any of the mechanism as follows. It can also institute any other appropriate mechanism as and when necessary.

- Task Force for Destination Infrastructure.
- District Level Tourism Management Committee.
- Destination Management Committees (DMC) for tourism
- Project Management Unit

8.2.2. Interpretation

- The decision of Department of Tourism, Bihar regarding interpretation of any clause of the policy shall final and binding.
- In case of any discrepancy in the meaning and interpretation of the translated version of this policy, the English language version shall be binding in all respect and shall prevail.
- The applicant availing benefits under the Policy shall be subject to the conditions, procedures, instructions, clarifications or amendments issued, from time to time, for this policy and other applicable policies issued by Department of Tourism, Government of Bihar.
- Department of Tourism, Bihar reserves the right to review the matter regarding sanction/ disbursement of subsidies/ incentives to the eligible Tourism unit(s) and in this connection, decision of Principal Secretary/ Secretary, Department of Tourism, Bihar shall be final and binding.
- Department of Tourism, Bihar reserves the right to make/ amend the necessary rules/ guidelines for implementation of this policy as and when required.

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Annexure I – Eligible Tourism Projects

S. No	Project	Minimum Project Cost (Excluding Land Cost)
1	Development of new Hotels/ Resorts/ Heritage Hotels (for 4-star and above category properties)	10.00 Crore
2	Renovation/ Modification/ Extension of existing Hotels and Resorts to 4-star and above category properties	2.50 Crore
3	Convention Center (MICE)	10.00 Crore
4	Wayside Amenities – New development	1.50 Crore
5	Wayside Amenities – Upgradation of existing facilities	75.00 lakh
6	Fixed Tented Accommodation/ Camping sites	1.00 Crore
7	Adventure Tourism Project	5.00 Crore
8	Eco Tourism Project	5.00 Crore
9	Wellness Tourism Resort/ Centers	10.00 Crore
10	River/ Reservoir/ Lake based Tourism Project	1.00 Crore
11	Theme Park	10.00 Crore
12	Amusement Park	10.00 Crore
13	Entertainment Zones	10.00 Crore
14	Golf Course Units	10.00 Crore
15	Caravan Tourism	1.00 Crore
16	High end Tourist buses and Vans	1.00 Crore
17	Thematic/ Concept based Restaurants (Fly dining restaurants, Flotels/ Floating Restaurants)	5.00 Crore
18	Rural Tourism Project/ Tourist Village/ Cultural village/ Farm Stay	1.00 Crore

* The project must be set up/ operationalized within the State of Bihar



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Annexure II – Inclusions and Exclusions

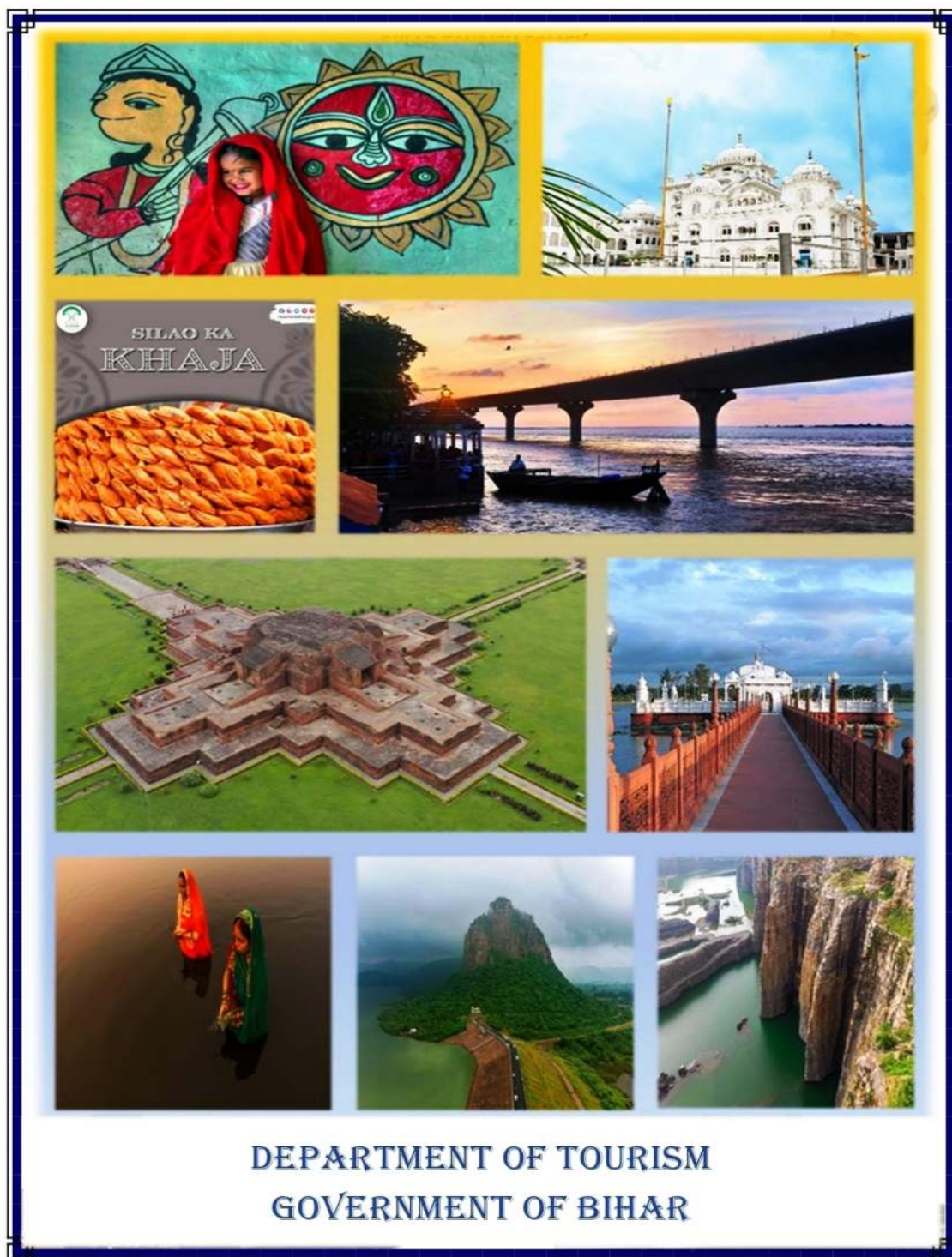
1. Expenditure incurred on following shall be considered eligible for Capital subsidy/ Interest subvention:

- a. Land development charges
- b. Land registration charges
- c. Building construction (boundary wall, landscaping, and any other project specific construction)
- d. Plant and machinery
- e. Project Equipment
- f. Interior Furnishing
- g. Electrical Installation
- h. Furniture and fixtures
- i. Kitchen equipment
- j. Sewage treatment plant (STP), Effluent treatment plant (ETP) or Air treatment plant (ATP)
- k. Generator and AC plant/ AC unit
- l. Sanitary fittings
- m. Others, as notified by Department of Tourism

2. Expenditure incurred on following shall not be considered eligible for Capital Investment subsidy

- a. Cost of land.
- b. Working Capital
- c. Goodwill
- d. Manpower cost
- e. Commissioning fees
- f. Royalty
- g. Pre-operative expenses
- h. Secondhand plant and machinery, furniture, fixtures, electrical installation etc.

Note: The list given above is indicative in nature. Department of Tourism shall have the discretion to permit, reject or suggest revisions to project cost components for each project.



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